



Dear Dog Lover:

The 27th Herndon Festival will be held May 31 – June 3, 2007 in the downtown area of Herndon. The 2007 Herndon Festival will feature an exciting and varied program. Activities include entertainment stages, international foods, carnival, arts & crafts show, children's art area, and a 10k/5k race, to name a few.

Applications are now being accepted by the Herndon Parks & Recreation Department for vendors interested in participating in the 2007 K9-2k & Doggie Expo on Saturday, June 2, 2006, 9:00AM to Noon. This is our 6th year!

The Dog Expo will be from 10:00am to Noon. This event is expected to exceed 100 dog owners and their dogs. Acceptance into the event is limited. The selection of vendors will be at the discretion of the Herndon Parks & Recreation Department and Herndon Dogs, Inc.

The booth fees for the K9-2k Doggie Expo are as follows:

- Early Bird (before April 1) - \$50.00
- Regular (April 1 – 30) - \$75
- Late (May 1 – May 18) - \$100
- Non Profit (before May 1) - \$25
- Non Profit (May 1 – 18) - \$75

***No applications will be accepted after the May 18th deadline.**

The fee includes:

- ✍ The opportunity to advertise in the participant 'Doggie Bags'. We would need your materials no later than May 4th.
- ✍ Your company name listed as an expo vendor on our flyers, website, and advertising pieces for the event (pending receipt of information prior to print deadlines)
- ✍ A 10'x10' booth space (tables & chairs are not provided)
- ✍ The on-site opportunity to promote your business and sell your merchandise to over 100 pet lovers!

Should you have any questions and/or concerns, don't hesitate to contact me at (703) 435-6800 x2113 or Susan.lilly@herndon-va.gov. Thank you for your interest and support of the 2007 Herndon Festival K9-2k and Doggie Expo.

Sincerely,

Susan Lilly
Recreation Services Supervisor